

MCKINNEY CONVENTION AND VISITORS BUREAU BOARD

REGULAR MEETING

MAY 22, 2018

The McKinney Convention and Visitors Bureau Board met in regular session at the MCVB Conference Room, 200 W. Virginia, McKinney, Texas, on May 22, 2018 at 8:00 a.m.

Board members present: Sally Huggins, Hal Harbor, Jennifer Estes, Jim Bressler, Bryan Perkins, Connie Gibson, and Julia Baublis.

Staff: Executive Director Dee-dee Guerra, Communications Manager Beth Shumate, Sales Manager Vanesa Rhodes, and Administrative Assistant Cortney Marsh.

Guests: Jennifer Little, PR /Marketing Instructor at UT Arlington, Council member Scott Elliott, City Manager Paul Grimes, Assistant to City Manager Trevor Minyard, and Senior Financial Analyst Eric Corder.

Board members unanimously approved the motion by Board member Baublis, seconded by Board member Gibson, to approve the following consent items:

- 18-433** Minutes of the McKinney Convention and Visitor Bureau Board Meeting of April 24, 2018
- 18-434** Minutes of the McKinney Convention and Visitor Bureau Finance Committee Meeting of April 23, 2018
- 18-435** A presentation was given by Jennifer Little, PR/Marketing Instructor at UT Arlington highlighting the partnership between her class and the MCVB. From January – May, the MCVB worked with instructor Little's class of 20 public relation students, to create PR materials, including press kit materials, blogs, fact sheets and social media campaigns. She stated working with real world clients to create actual usable PR materials made the class more impactful for the students. Ms. Little opened the floor for questions and discussion. Board member Bressler asked if the students worked on creating a new brand for the MCVB, stating the MCVB needed to refresh the brand in order to invite prospective visitors to McKinney. Instructor Little advised this is an option for a second semester, but was

not within the scope of this semester's curriculum.

18-436 Executive Director's Report – Executive Director Guerra asked board members if they had any questions regarding the staff report she had previously provided to them. Guerra acknowledged Board member Bressler's request for the status of the bid for the National Association of Intercollegiate Athletes (NAIA). Ms. Guerra confirmed the RFP was submitted for a two-year contract; it will be awarded the second week in December. Guerra turned to Communications Manager Shumate to address Council member Elliott's question regarding the difference between reach and impressions on social media. Guerra recapped on Texas Folklore Society being awarded to the Sheraton for April 25–28, 2019, bringing in an average of 70 room nights and additional visits for historical tours. Executive Director Guerra highlighted upcoming Spring and Summer 2018 events: Bike the Bricks on Friday May 25, Yellow Wood Festival on Saturday May 26, Smiles Charity concert on Sunday May 27, and Serve McKinney on June 7. Upcoming Hotel Openings: Hilton Home2 - scheduled for July 17, and Springhill Suites - scheduled to open September 15. Additionally Guerra reminded board members that she has emailed individuals who need to resubmit an application to serve on the board. An additional list will be provided to notify everyone of when their terms are up. Guerra opened the floor for questions and comments: Board member Baublis, requested information on how data would be tracked for the Yellow Wood Festival. Guerra advised the data would be generated following the event. Council member Elliott reiterated that he has seen Yellow Wood Festival being promoted everywhere.

18-437 Board & Liaison Reports

City of McKinney – City Manager Grimes informed board members that the executive team is currently working on the Budget for FY 18/19. The budget will be presented to Council on August 10. Council will deliberate and adopt the budget in September. A new Zip code, 75072 has been

confirmed for Stonebridge/West Ridge area. The concerns regarding the proposed hotel location across from Cockrill Middle School were addressed by council. The proposed location has been relocated to the northeast area of the development. In addition, Grimes mentioned the possibility of a hotel (La Quinta) being built across from Baylor in the upcoming Kroger development (SW corner of 380 and S. Lake Forest). Board member Perkins asked for a development update on South Gate. City Manager Grimes advised that the momentum was good. Additionally Perkins asked if there are contingency plans for the resort hotel in Craig Ranch if they do not receive funding. Grimes stated the hotel development would stay on the shelf until an investor group came forward. Development is cleared to move forward 2019. Council member Elliott reported on the ribbon cutting for the family health clinic and ground breaking for an additional development with Medical Center of McKinney.

Main Street/MPAC – Executive Director Guerra reported on behalf of Ms. Rosenthal highlighting the Bike the Bricks competition and the Jimmy Hendricks of the Ukulele concert taking place on June 8.

Chair – Chairman Huggins advised board that we will not have a June meeting. The next meeting will be in July.

Finance Committee – Board member Bressler reported that April came in strong. HOTTAX was down \$4,000 in April, but booking percentages are still up. McKinney and Allen were down in occupancy 15%, Frisco 10%, Plano 5%. Average rate growth for Frisco and Plano were down less due to their higher ADR.

Chairman Huggins called for Citizens Comments and there were none.

Chairman Huggins adjourned the meeting at 8:56 a.m.

SALLY HUGGINS
Chair